

Message Text

UNCLASSIFIED

PAGE 01 QUITO 06556 191645Z

70

ACTION ARA-20

INFO OCT-01 ISO-00 COME-00 EB-11 USIA-15 CIAE-00 INR-10

NSAE-00 RSC-01 MMS-03 PER-05 FSI-01 DRC-01 /068 W

----- 044810

R 191249Z DEC 73

FM AMEMBASSY QUITO

TO SECSTATE WASHDC 9478

INFO AMCONSUL GUAYAQUIL

UNCLAS QUITO 6556

E.O. 11652 N/A

TAGS: BEXP, AFSP

SUBJECT: ESTABLISHMENT OF MARKET ANALYSIS UNITS

REF: A. STATE 240150, B. QUITO 5914, C. QUITO 6342, D. QUITO 6503

1. THIS MESSAGE REPRESENTS COORDINATED VIEWS EMBASSY AND CONGEN GUAYAQUIL ON REFTEL A SUGGESTION TO REPROGRAM WORK COMMERCIAL UNITS TO DEDICATE TWO POSITIONS FULL TIME TO MARKET RESEARCH. (WE UNDERSTAND DEPT. COMMERCE PREFERS TERM "RESEARCH" TO "ANALYSIS".)

2. WE AGREE ENTIRELY IN IMPORTANCE MARKET RESEARCH TO U.S. EXPORT PROMOTION EFFORTS ESPECIALLY IN VIEW ECUADOR'S RAPIDLY EXPANDING IMPORT CAPACITY. IN THESE CIRCUMSTANCES FIRST ANALYTICAL PRIORITY SHOULD BE FOR MULTI-INDUSTRY SURVEY SOMEWHAT ALONG LINES UNDERTAKEN YEAR AGO BY MRO WHELAN IN MEXICO CITY TRADE CENTER. SUCH SURVEY WOULD IDENTIFY THOSE SECTORS WHERE MORE DETAILED MARKET RESEARCH WOULD BE REWARDING.

3. AS REPORTED IN REF C, NEITHER POST AT QUITO OR GUAYAQUIL CURRENTLY BOASTS PERSONNEL TRAINED OR EXPERIENCED IN MARKET RESEARCH. IT THEREFORE WOULD MAKE LITTLE SENSE TO DEDICATE TWO EMPLOYEES FULL TIME TO MARKET RESEARCH WHILE OTHER REQUIREMENTS CONTEMPLATED UNDER CAP (REFTEL D) STILL REQUIRE ATTENTION.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 QUITO 06556 191645Z

3. WE UNDERSTAND THAT FSI IS DEVELOPING A SHORT TRAINING COURSE IN MARKET RESEARCH FOR PRESENTATION AT POSTS ABROAD AND SUGGEST THAT THE COURSE BE MADE READY AND PROGRAMMED FOR ARA. WE WOULD WANT QUITO TRADE PROMOTION OFFICER, QUITO LOCAL COMMERCIAL ASSISTANT, AND ONE OF TWO GUAYAQUIL LOCAL COMMERCIAL ASSISTANTS TO HAVE THIS TRAINING.

4. BEST HOPE FOR FREEING SUBSTANTIAL SEGMENT OF LOCAL EMPLOYEE TIME FOR MARKET RESEARCH LIES IN POSSIBILITY OF CONTRACTING PART OR ALL OF WTDR WORKLOAD WHICH PRESENTLY ABSORBS HALF OF TOTAL LOCAL EMPLOYEE STAFF TIME. INTERESTINGLY, WHILE GLOBAL REQUESTS FOR WTDRS ARE REPORTEDLY DOWN BY 25 PERCENT IN 1973, GUAYAQUIL WTDR WORKLOAD IS UP MORE THAN 30 PERCENT. EMBASSY HAS REQUESTED SMALL ALLOTMENT IN FY74 SPECIAL FINANCIAL PLAN TO INITIATE CONTRACT WTDR SERVICE. WITH COOPERATION IN PROVIDING INSTRUCTION TO PRESENT PERSONNEL AND FUNDS TO CONTRACT WTDRS, QUITO AND GUAYAQUIL WILL BE IN A POSITION TO ESTABLISH JOINT MARKET RESEARCH UNIT ON PART TIME BASIS AT LEAST.

BREWSTER

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 19 DEC 1973
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1973QUITO06556
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: QUITO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1973/newtext/t19731216/aaaaalgh.tel
Line Count: 83
Locator: TEXT ON-LINE
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: A. STATE 240150, B. QUITO 5914, C. Q, UITO 6342, D. QUITO 6503
Review Action: RELEASED, APPROVED
Review Authority: shawdg
Review Comment: n/a
Review Content Flags:
Review Date: 11 DEC 2001
Review Event:
Review Exemptions: n/a
Review History: RELEASED <11-Dec-2001 by williad>; APPROVED <05 MAR 2002 by shawdg>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: ESTABLISHMENT OF MARKET ANALYSIS UNITS
TAGS: BEXP, AFSP
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005